



ASIA-EUROPE FOUNDATION (ASEF)

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CALL FOR TENDER

Looking for:	Design Agency for logo guidelines, publicity collaterals design and production for ASEM InfoBoard
Department:	Public Affairs
Deadline for applications:	24 June 2013

Background of ASEM and ASEF

The Asia-Europe Meeting (ASEM) is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern.

ASEM brings together 49 member states (29 European and 20 Asian countries), the European Commission and the ASEAN Secretariat. www.aseminfoboard.org

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people and institutions of Asia and Europe.

ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of governance, economy, sustainable development, public health, culture, and education.

Founded in 1997, ASEF is a not-for-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM). www.asef.org

ASEF is also tasked to maintain and administer the ASEM InfoBoard, the official website of the ASEM process.

Tender for Proposal

In order to raise publicity for the Asia-Europe Meeting (ASEM) and draw more visitors to the ASEM InfoBoard (www.aseminfoboard.org), the design of specific publicity collaterals is required. (See attached Creative Brief for specifications).

We are currently in the process of soliciting quotations from design agencies to undertake such actions. Your company is invited to tender.

Overview of Requirements

- Brief background of the company and samples of past work in a similar project
- Proposals for publicity collateral
- Detailed quotation with payment terms, based on the deliverables stipulated in attached Creative Brief
- Terms and conditions for acceptance
- Timeline proposal for completion by August 2013

Submission and Contact

Interested parties should send in their proposals and queries to **Ms Theresa Cua** at theresa.Cua@asef.org before the stipulated deadline.



Creative Brief

Publicity collaterals design and production for ASEM InfoBoard

c/o Theresa Cua
Asia-Europe Foundation (ASEF)
+65 6874 9718

Project:

Design and development of Asia-Europe Meeting (ASEM) logo guidelines manual, an information brochure for the ASEM InfoBoard website (www.aseminfoboard.org) and an additional publicity collateral

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Background to the project

As part of efforts to increase publicity and visibility for the ASEM process, the following items outlined below will be developed for production:

1. The ASEM process is not an organisation, but rather a dialogue process in which **all activities are carried out by different government bodies across 51 members**. There is a lack of logo implementation guidelines that are standardly applied and readily available to relevant parties. Hence, a **set of logo guidelines** (see proposed outline in Annex 1) with specific implementation instructions should be developed to ensure the correct application of the ASEM logo across different activities, websites and collaterals. The guidelines will be made available via the ASEM InfoBoard, the official website, to encourage correct use.
2. The ASEM InfoBoard (www.aseminfoboard.org) is the official website of the Asia-Europe Meeting (ASEM). Launched in 2004 and recently redeveloped in 2011, the website serves to provide comprehensive information on the activities under the Asia-Europe Meeting dialogue process and promote ASEM across its 49 member countries

To further publicise the existence of the website, as well as to provide information on its functions to government stakeholders, a **brochure** is to be developed as a main marketing and information tool to distribute at various ASEF and ASEM events, and to mail to targeted government offices and institutions.

3. As additional publicity, a **publicity collateral**, which can be suggested by the design agency, should be developed for distribution at meetings and through mail.

Objectives

1. To strengthen ASEM brand recognition by encouraging standard use of the ASEM logo
2. To increase and promote awareness about the ASEM InfoBoard as the official information platform of the Asia-Europe Meeting (ASEM)
3. To encourage use and visits especially by government offices involved with ASEM
4. To promote ASEM

Target audiences

1. Government officials involved with ASEM
2. Diplomatic corps
3. Media

Timeline

13 – 24 June	Tender period
25 – 28 June	Selection of design vendors
July	Design and development
August	Production and Publication

Scope

1. **ASEM Logo Guidelines**
 - a. **Study** of current existing logo, usage, basic guidelines
 - b. **Development** of logo usage guidelines
 - c. **Layout and design** of logo usage guideline manual for web distribution
2. **ASEM InfoBoard Brochure**
 - a. **Content planning and development of content**, includes evaluation and determination of contents, copywriting if needed, based on attached brochure contents (Annex 2)
 - b. **Design and layout** of brochure
 - c. **Production, printing, and delivery**, includes liaison with printers for production and delivery
3. **Publicity Collateral**
 - a. **Identification and Suggestion** of publicity collateral item (i.e. what the collateral will be)
 - b. **Design and development** of collateral
 - c. **Production, printing, and delivery**, includes liaison with producers for production and delivery

Specifications

1. **ASEM Logo Guidelines**
 - a. Design must work with existing ASEM logo and improve upon existing guidelines. Attached in Annex 1 is a suggested outline.
 - b. A final logo guideline manual must be laid out for easy in-house printing. The manual will be distributed via the ASEM InfoBoard.

2. ASEM InfoBoard Brochure

- a. The ASEM logo must be incorporated in the design, along with the URL of the ASEM Infoboard (www.aseminfoboard.org). The design should complement the website.
- b. Size should be easily mailed out by post using standard envelope sizes.
- c. Brochure should NOT exceed one sheet (folded is acceptable), i.e. avoid using multiple pages or stapling.
- d. The successful agency will handle the initial print run of **3,000 copies**. The brochures must be delivered to ASEF premises in Singapore.
- e. Eco-friendly options are highly recommended and may be proposed for consideration.
- f. Existing photo stock available is limited and not of very good quality.

3. Publicity collateral

- a. The ASEM logo must be incorporated in the design, along with the URL of the ASEM Infoboard (www.aseminfoboard.org). Corporate identity colours should be used. The design should complement the website.
- b. The promotional collaterals should ideally be functional for an office environment (e.g. post-its, pocket notebooks, etc.) so as to encourage “keeping” and use.
- c. The promotional collaterals should not be easily outdated.
- d. The promotional collaterals will be produced locally in Singapore unless economically more viable overseas.
- e. Design firms may suggest any collateral/merchandise that fit the above criteria.
- f. The successful agency will handle the initial production run. The final quantity will depend on the quoted costs and agencies are advised to quote for quantities 500, 1000, and 2000 pieces. The final collaterals must be delivered to ASEF premises in Singapore.

Deliverables

1. ASEM Logo Guidelines

- a. Web and print-friendly logo guidelines (final PDF) for publication online
- b. Open copy in .indtt or .docx (or other editable formats)

2. ASEM InfoBoard Brochure

- a. Final printed brochure
- b. Open copy – in .ai or .indtt format (editable format)
- c. Hi-res print-ready PDF and Low-res web-friendly PDF
- d. Print specifications for future reprints

3. Publicity collateral

- a. Final collateral
- b. Open copy of design – in .ai or .indtt format (editable format)
- c. Print and production specifications for future reproduction

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Annex 1:

Suggested contents for ASEM Logo Guidelines

ASEM Logo

1. Rationale
2. Parts/Components
3. Formats/Versions (colour, reverse, b/w)
4. Minimum size
5. Exclusion areas
6. Colour background applications
7. Incorrect uses
8. Positioning with other logos
9. Other application guidelines

Annex 2

ASEM InfoBoard Brochure Content Proposal

- **TITLE:**
ASEM InfoBoard
- **SUBTITLE:**
The official information platform of the Asia-Europe Meeting
- **URL:**
aseminfoboard.org
- **TAGLINE:**
Towards a common vision for Asia and Europe
- **ABOUT THE ASIA-EUROPE MEETING:**

The Asia-Europe Meeting (ASEM) is an informal, intergovernmental forum for dialogue and cooperation to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern.

ASEM was initiated in 1996 when the 26 ASEM leaders met in Bangkok, Thailand. ASEM has arisen out of a mutual recognition that the relationship between Asia and Europe needed to be strengthened in light of the challenges and opportunities of the 21st century.

ASEM, now with 51 members, holds a Summit every two years, alternately in Asia and in Europe, which is attended by the Heads of State and Government, the President of the European Council and the ASEAN Secretary-General.

Aside from the Summit meetings, the highest level of decision-making in the ASEM framework, the ASEM process is carried forward through a series of ministerial and working-level meetings, as well as a number of initiatives led by member countries.
- **MEMBERS:**
ASEM brings together 49 member states (Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, India, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat.

- **THE ASEM INFOBOARD:**

The ASEM InfoBoard (www.aseminfoboard.org) is the official information platform of the Asia-Europe Meeting (ASEM).

ASEM InfoBoard provides you with the latest public information on the Asia-Europe Meeting.

The website is the key source of information on the various ASEM activities and initiatives happening across the various member-states, with information provided by the organisers.

The ASEM InfoBoard is maintained by the Asia-Europe Foundation (ASEF) on behalf of ASEM members, as mandated by the ASEM Foreign Ministers during the 6th ASEM Foreign Ministers' Meeting. (April 2004, Ireland)

- **KEY FEATURES**

- A. **ABOUT ASEM**

Find out what the Asia-Europe Meeting is all about

The ASEM InfoBoard provides all the background information on the ASEM process: its characteristics, history, achievements, members, rules and working methods.

- B. **CALENDAR**

Search through the most extensive listing of ASEM events taking place in Asia and Europe

Every year, ASEM members organise and hold several meetings and initiatives, including the ASEM Summit of Heads of State and Government, held every two years and alternating with the ASEM Foreign Ministers' Meeting. The ASEM InfoBoard collates the various ASEM events taking place every year across member-states.

- C. **DOCUMENTS**

Find official documents from ASEM Meetings

The ASEM InfoBoard archives all relevant public documents that are circulated after ASEM Meetings and Initiatives, including but not limited to Chair's Statements, Ministerial Declarations, Summary Reports, and other conference-related documentation.

- D. **MONITOR**

Read what others are saying about the Asia-Europe Meeting

Read a selection of articles or news information that the media and various sources have written on the ASEM process under "ASEM in the News".

- E. **SIGN UP**

Keep yourself updated through the ASEM InfoBoard eNewsletter

A monthly newsletter is sent to subscribers informing them about upcoming events under the ASEM process framework, related information, and latest news.

- **HOW TO ADD INFORMATION**

Information on the ASEM InfoBoard on various ASEM activities is usually provided by the hosts or organising countries.

Should you wish to add your ASEM event or provide more information on the activities currently listed, kindly contact the Administrator of the ASEM InfoBoard:

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